

ABSTRACT

Pranoto, Nur Indra. 2015. **Designing Multimedia Business Building Complex in Malang**

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Key Words : Parametric, Designing Multimedia Business Building Complex, Digital

The growing of digital world is a prospect can develop to business. One of them is business of multimedia and digital entertainment, on the future will be a commodity can growing economic. This is supported by developments in technology and communications increasing very fast. The need for a business facilities in the form of a special office production in multimedia become things to consider to facilitate the production process.

In this digital era, paradigm design process in architecture also moving to digital using digital computational techniques to complete complexity the problem in design. So that the approach thought to help solve the problems of the design increasingly complex with various restrictions which should be solved in order to answer the needs and challenges in design. Parametric method with giving the parameter in the object with doing simulation and animation is approach doing to achieving design solutions in this design.

In designing Multimedia Business Building Complex in Malang, a theme taken is Parametric Architecture as design approach for take the desired design solutions. Then doing analysis with computation technique use animation and simulation for to achieve the desired design solutions.